

In September 2016, *Chemical Engineering* will publish a special Water Management advertising section. **Advertisers running a ½ page or larger ad will receive a bonus ½ page advertorial write-up.**

Water is used throughout the chemical process industries (CPI) for applications such as heating and cooling, as a solvent or diluent, and for washing. As the limited availability of fresh water resources gains increasing concern around the world, the CPI is focusing more and more on water treatment, re-use and conservation. Some of the latest advances in these areas are covered in the pages of *Chemical Engineering*.



Bonus Distribution:

- **Turbomachinery & Pump Symposia (TPS) (September 12–15, Houston, TX)**
- **WEFTEC 2016 (September 24–28, New Orleans, LA)**

DEADLINES

**Special Section Advertorial
Material Due: August 4**

**Don't delay –
space is limited.
Reserve your
advertising
space now!**

**Ad Closing Date:
August 4**

**Ad Material Due Date:
August 9**

What to Send

- Please send all material to Charles Butcher <cbutcher@chemengonline.com>, with a copy to your sales representative.
- Send 350–400 words for a 1/2 -page editorial.
- Write in the third person – don't use "we", "our", or "you".
- We ignore ® and ™ symbols, as elsewhere in CE editorial.
- Include one print-quality image, or two if you will accept less text.
- Vector art (AI, EPS, PDF) is preferred for diagrams. For photos, JPG is fine.
- We will edit to house style and send you a proof to check.

Contact your sales representative for more information:

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How to write your editorial for a Chemical Engineering Magazine Special Advertising Section

We are grateful for your advertising support and pleased to offer you the opportunity of free editorial space.

Within reason you are welcome to use your editorial space in any way you wish. However, we have a few “house rules” to provide a consistent look across the section and reinforce the impression that this is independent editorial written by a journalist, rather than advertising. So please:

- Send us one or two illustrations and 350–400 words of text for a standard half-page editorial. (Smaller editorials will need fewer words.)
- Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- Write in the third person (for instance “the company” or “YourCorp., Inc.” instead of “we”), and don’t address the reader directly.
- No ® or ™ symbols, please. They never appear in standard magazine editorial.
- If possible, include a headline that will comfortably fit the available space. For a standard half-page of editorial this is likely to require 35–48 characters, but check a sample copy. Smaller editorials and vertical layouts will need fewer characters. The head should not include your company or product name.
- Similarly, it helps to include a deck (subhead) of roughly the right length. For a standard half page this is generally 130–160 characters; again, check a sample copy. The deck should include your company name; product names are optional.
- One illustration is normally enough, though it’s sometimes possible to use two small ones. A single large illustration can look striking, but there is a trade-off with the length of the text (which is one reason why it’s hard to be precise about word counts).
- Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.



Water Management 2015 Special Advertising Section

Water: a product, an ingredient, a utility
 This Special Advertising Section celebrates a common – though increasingly valued – material on which every plant depends in one form or another

Water
 As a product, an ingredient, a utility, water is a complex, multifaceted material. It is the lifeblood of every plant, and its management is a critical part of any industrial process. This section explores the various ways in which water is used in industry, from process water to cooling water, and the challenges of managing it effectively. It also highlights the latest technologies and equipment for water management, including advanced filtration, recycling, and treatment systems.

A new twist in butterfly valve design
 Butterfly valves from Hayward Flow Control feature advanced designs and materials to combine strength, corrosion resistance, and ease of operation. The new design includes a reinforced body and a high-strength seat, providing improved performance in high-pressure and high-temperature applications. The valve is also available in a range of materials, including stainless steel, cast iron, and ductile iron, to suit different process requirements.

Hayward Flow Control
 Hayward Flow Control is a leading manufacturer of industrial valves and actuators. The company has a long history of providing high-quality, reliable products for a wide range of industrial applications. The new butterfly valve design is a testament to the company's commitment to innovation and excellence in valve technology.

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